Synopsis

On

An analytical study of Women Entrepreneurs with special reference to Business & Economic Growth of Rajasthan

''बेटी बचाओ, बेटी पढ़ाओ''

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Supervised by

Prof (Dr.) Sanjay Chhabra
Dean, Faculty of Law & Governance

Submitted by

JV'n Gunjan Jain
(JVR-II/21/9603)

[Department of Commerce]

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Introduction

Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties in order to make a profit. Jean – Baptiste, a French economist who first coined the word entrepreneur is about 1800, said , "The entrepreneur shifts economic resources out of an area of lower an into an area of higher productivity and greater yield". When we think about entrepreneurial revolution the quote by Peter Drucker is best suitable "The best way to predict future is to create it". Starting a business is a complex adventure which was previously dominated by males only but women's are breaking all these barriers and continuing to prosper.

In Hindustan SHAKTI i.e. energy, ability , strength , efforts , power , capability is female in aspect and represent the dynamic forces that are thought to more through the universe. Women is thought of as creative , sustaining and the source of energy. Women are no longer limited to kitchen and home. According to Pandit Jawaharlal Nehru," when women moves forward, the family moves, the village moves and the nation moves." Women constitute around half of the total population and regarded as the better half the society. They are now enjoying equal status with men and contributing equally like men in the growth of economy.

The term women entrepreneur deals with that section of the female population who venture out into industrial activities.

According to Schumpeter," Woman who innovate , initiate or adopt a business activity are called women entrepreneurs."

As per government of India, " Women entrepreneurs is defined as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women."

With effect from 6th Feb 1992 , the definition of "Women Entrepreneurs" enterprises is as follows: "A small scale industrial units\industrially related services or business entrepreneurs in proprietary concerns in which she / they will individually or jointly have share capital of not less than 51% as partners / shareholders / directors of a private limited company , members of co – operative society."

Kamal Singh, a women Entrepreneur from Rajasthan, has defined woman Entrepreneur as "*a confident, innovative, and creative woman capable of achieving self-economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life.*"

Entrepreneurship is embedded in India's economy and culture. This opinion piece traces the roots of India's startup ecosystem and where it is headed in the future. In the modern era of globalisation ,

digitalization and startup boom , women's are not taking care of their families only , they're becoming independent , confident , risk bearer too and taking significant part in establishing their start-ups.

The role of women drastically change in past few decades and breaking the walls of gender stereotypes. Due to constant increase in cost of living , it has became now essential for women's to take part in entrepreneurship to support family .

According to studies, women's have the ability to maintain the balance between their work and life. Women entrepreneur are flourishing and magnificently contributing in the nation's economy.

Women's are to be known as multitasker who can handle multiple task at a time. But women's has to face various obstacles like lack family support, training, technological knowledge, industrial knowledge and financial assistance etc.

After having a wide variety of barriers, challenges and mindset of the society; Women's are breaking all these barriers and continuing to prosper.

Scope of the study

In the present time, a woman is breaking through the traditional perspective of binding to the four walls of the home and move forward from the limited business regions such as papad making, handcrafts, pickle preparation, paintings, and so on .

Over the last decade, they have shown a tremendous increase in the remarkable shift from the conventional style of business to the modern style of business based on technology. Women's are not taking up entrepreneurship for their survival only but also for to satisfying their urge.

The increase presence of women entrepreneurs and their contribution in the economy is significantly observed and have impact on the economic development as the entrepreneurial ventures are creating new employment opportunities, innovation and wealth generation.

Objectives

- To ascertain the contribution of women entrepreneurs in the study area.
- To identify the problems in establishing enterprises faced by women's in the study area.
- To analyze the proportion of female v/s male entrepreneurs in in the study area.
- To ascertain the contribution of Women entrepreneurs in business and economic growth in the study area.

Hypothesis

- To see Women entrepreneurs significantly contributes in the economy
- To observe the problems faced by women entrepreneurs in establishing enterprises.
- To analyze Male & Female entrepreneurs possess similar traits
- To see Women entrepreneurs significantly contributes in business and economic growth of Rajasthan

Review of Literature

The aim of any literature review is to summarize and synthesize the arguments and ideas of existing knowledge in a particular field without adding any new contributions. This section aims to provide an insight of literature surrounding our topic.

Shaffalli Gupta and Dr. Simran (2018), enlighten the role of women entrepreneurs in startups, challenges they face and the government support. They suggest by providing professional knowledge, motivating, financial support etc. can create more women entrepreneurs.

Rupali Jitendra Khaire (2011), makes an attempt to analyze the women entrepreneurship and its implexentation , how its develops and empowers women. The author also mentioned that there is a need of proper training as well as financial assistance to women entrepreneur so that they motivated and contribute to the best in the growth of nation.

Narendra Kumar, Dr. L.K. Singh (2021) , analyze the causes that provoke women entrepreneurs to establish startups and give various recommendation for healthy growth of women entrepreneurs. The study also provide the insight for the prosperity of women entrepreneur startups and various schemes of government to empower womens.

Dr. S. Lakshmi (2013) , highlighted that previously women's owned enterprises more fashion and other service sectors only but with the spread of education and awareness like men women's are moving rapidly into 3e's i.e. engineering , electronic and energy; becoming risk bearer personalize. Although the contribution from rural area is low as compare to urban areas upper class families due to fear of social backlash, confidence, lack of finance, education etc. By giving adequate training and counseling entrepreneurial traits and skills can be increased to meet the changes in global market and arena.

Sabrina Korreck (2019), insights that over the last decade there is a speedy growth observed in the startups in the country and majority has been founded by men. Although women's are ambitious towards entrepreneurship but due unfavourable conditions such as cultural biases, lack of sources (finance, capital etc.), training and development etc. are the factors for not participating in entrepreneurship with full potential. Harnessing the full potential can promote innovation, economic growth and job creation in women entrepreneurship.

Dr. Pooja H. Ramchandani (2017), was of the view that the startup India scheme announced by Prime Minister Mr. Narendra Modi was a trigger to the entrepreneurship with various innovation and hence thereby creating employment opportunities in the country. Although there are some loopholes in the mission that government is trying to eliminating such barriers in setting up more startups in nation.

Elisabeth S.C. Berger, Andreas Kuckertz (2016), study about the startup ecosystems on the micro, meso and macro level to explain high proportion of female entrepreneurs among startups. The study uses 5 framework i.e. market, money, management, meso and macro environment. To sustain the goal of entrepreneurial society and raising the level of female entrepreneurship, metropolitan areas are to be developed by emphasizing on local public policy and address the female participation rate and increase the entrepreneurial talent among females, bias and family pressure are the major obstacles which can be overcome with stress management, support from family and balance between them.

Dr. Amandeep Singh and Manisha Raina (2013), enlighten three categories of women entrepreneurs i.e. chance, forced and created entrepreneurs and their pivotal role in reducing poverty by establishing MSME's with full potential, risk taking, courage and courage to become economically independent. Few problems are encountered by women like lack of knowledge of raw material availability, appropriate finance etc. Government is taking necessary steps to promote more women entrepreneurs for their contribution in economic development.

Dr. Suresh Kumar, Mr. Anoop Kumar and Miss Upma Dhiman (2022), evaluates the role of women entrepreneurs in this modern era society and the heights they are reaching in the male dominant culture in the nation. Some limitations are there, facing them; women's have change their mindset and walk out of four walls, play an important role in country with establishing their own business to earn a living as well as contributing to the economy.

Research Methodology

Research Methodology is defined as the systematic method to resolve a research problem through data gathering using various techniques, providing an interpretation of data gathered and drawing conclusions about the research data. It is a way to systematically solve the research problem. It is the kind of science of studying how research is done scientifically.
Research Methodology I will use for my research study is Qualitative Research using primary and secondary data.

Research Design

A research design is the arrangement of conditions and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

Data Collection Method

Data Collection is the process of gathering and analyzing accurate data from various sources to find answers to research problems, trends and probabilities etc. to evaluate possible outcomes is known as Data Collection.

It is of two types i.e. Primary and Secondary Data

I. Primary Data: Primary Data will be collected from private women entrepreneurs from Rajasthan. Methods which I used for my research
   - ❖ Observation
   - ❖ Interview
   - ❖ Questionnaire

II. Secondary Data: Secondary Data means Data that is already available. I will obtain secondary data from the sources that are:
   - ❖ Magazines
   - ❖ Journals
   - ❖ Websites
   - ❖ Research Publications

Statistical Tools & Techniques

The role of statistics in research is to function as a tool in designing research, analyzing its data and drawing conclusions therefrom .Various tools are used to analyze the facts equipment like charts, percentage technique, graphs and so forth is used to discover the outcomes.

Sampling

Sampling is the selection of some part of an aggregate or totality on the basis of which a judgment or inference about the aggregate or totality is made.

SAMPLING UNIT: Private Women Entrepreneurs of Jaipur & Kota District of Rajasthan

Conclusion

In the men oriented society, women are the proud owners of the giant businesses and are making significant contribution to economic growth. With lot of hurdles on the way, today's women is bold enough to stand out of the crowd setting an examples for others. In recent times women have become progressive participants is boosting entrepreneurial revolution and contributing to catalyzing economic growth. To conclude, in the words " EMPOWERING WOMEN BRINGS WEALTH TO THE NATION".

Chapter Scheme

The plan for completion of research work as follows:

1st six months: Introduction

2nd six months: Reading Review of Literature

3rd six months: Review of women entrepreneurs ,Primary and secondary Data collection through field work and other sources.

4th six months: Analyzing of collected data from primary and secondary sources.

5thsix months: With the help of collected data I am going to prepare maps, tables, graphs etc.

Last 6th six months: thesis writing, typing and thesis binding etc.

Tentative Chapters

Acknowledgement

Content

Table/Graph List

Picture/Maps List

Abbreviations

Chapter I Introduction

Chapter II Review of literature

Chapter III Review of Women Entrepreneurs

Chapter IV Research Methodology

Chapter V Analysis of collected data

Chapter VI Conclusion / Findings

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